

Results of Short Term Rental Survey

7/26/16

The STR Working Group created a survey to receive additional input from the community on short term rentals. The survey was available June-July 2016 at the two community forums and online via Open City Hall, an online forum for civic engagement. Open City Hall allows participants to read what others are saying about the topic, check survey results, and the ability to post comments/statements. Open City Hall helps to receive additional community input which in turn helps the decision making process.

The Short Term Rental Survey asks *“Do you think Short Term Rentals should be allowed in Sausalito with regulations?”* Following the question are a list of five “pros” for regulating short term rentals (allow with regulations), and a list of five “cons” of allowing short term rentals, to rank in order of priority from 1 to 5. Other pros and cons could be filled in if a survey respondent wished to include additional pros or cons.

There were a total (aggregate) of 300 survey respondents – 249 were done on-line and 51 were hard copy surveys turned in. For the question *“Do you think Short Term Rentals should be allowed in Sausalito with regulations?”*, 63% (188) marked “YES, regulate short-term rentals”, 35% (106) marked “NO, enforce ban on short term rentals”, and 2% (6) indicated they were undecided or did not fill in the yes or no option.

The Open City Hall survey encourages survey respondents to register (providing your name and address/email address), but does not require registration. This information is kept confidential, and is only used to identify statements from residents in and near Sausalito, so that users know which statements are from local residents. The hard copy survey indicated that filling out your name was optional.

Of the 300 survey respondents, 157 survey respondents were registered – 64% (100) marked “YES, regulate short term rentals”, 35% (55) marked “NO, enforce ban on short term rentals”, and 1% (2) were undecided.

Of the 300 survey respondents, 143 survey respondents were unregistered – 62% (88) marked “YES, regulate short term rentals”, 36% (51) marked “NO, enforce ban on short term rentals”, and 3% (4) were undecided.

	YES, regulate short term rentals	NO, enforce ban on short term rentals	Undecided
Aggregate Survey Results (300)	63% (188)	35% (106)	2% (6)
Registered Survey Results (157)	64% (100)	35% (55)	1% (2)
Unregistered Survey Results	62% (88)	36% (51)	3% (4)

The registered and unregistered results closely matched the aggregate (total combined) results in terms of percentages:

63% YES, regulate short term rentals

35% NO, enforce ban on short term rentals

2% undecided.

The five “*PROS: Positive impacts of Regulating Short Term Rentals*” and the five “*CONS: Negative Impacts with Short Term Rentals*” were tabulated from the surveys using a weighted average to determine the ranking in order from 1 to 5 (1 is the highest and 5 is the lowest). Here are the aggregate pro and con rankings:

Aggregate Rankings (weighted average) – 1 is the highest and 5 is the lowest

Pros		Actual value
1)	Affordability for Residents – Allows supplemental income for Sausalito homeowners and renters who need it (retirees, families, young home buyers)	1.00
2)	Temporary Housing Option – Used by those relocating to the area, by seasonal workers, during home remodels and for visiting friends and family	2.35
3)	Increased Transient Occupancy Tax (TOT) Revenue to Sausalito – Regulated rentals would be registered, monitored and contribute to funding for Sausalito needs	2.65
4)	Increased Sales Tax Revenue – Guests spend even more in local restaurants and stores than on lodging	4.35
5)	Better Code Enforcement – New regulations can address concerns like parking, noise and trash, and transient occupancy taxes would fund enforcement against bad actors	4.65

Cons		Actual value
1)	Character of the neighborhood – Less sense of community, strangers coming and going, more tourists/visitors in Sausalito	1.35
2)	Parking and Traffic Impacts – Additional cars on streets and car traffic in Sausalito	1.65
3)	Noise Impacts – From parties or celebratory gatherings	3.35
4)	Loss of Housing Stock – Long-term rentals could be taken up by short-term rentals.	3.65
5)	Trash Impacts – Not enough capacity for garbage and recycling	5.00

The “pros” and “cons” identified above help to provide the basis for allowing short term rentals, or for continuing to prohibit short term rentals.

Example of Survey

Name (optional) _____

Do you think Short Term Rentals should be allowed in Sausalito with regulations?

☐ YES, regulate short-term rentals

☐ NO, enforce ban on short-term rentals

Please rank in order from 1 to 5 (1 is highest and 5 is lowest) your top PROS for regulating short-term rentals and CONS of short-term rentals. Fill in "other" if you have another point(s) to add.

PROS: Positive Impacts of Regulating Short-Term Rentals		CONS: Negative Impacts with Short-Term Rentals	
	Affordability for Residents – Allows supplemental income for Sausalito homeowners and renters who need it (retirees, families, young home buyers)		Loss of Housing Stock – Long-term rentals could be taken up by short-term rentals.
	Better Code Enforcement – New regulations can address concerns like parking, noise and trash, and transient occupancy taxes would fund enforcement against bad actors		Trash Impacts – Not enough capacity for garbage and recycling
	Temporary Housing Option – Used by those relocating to the area, by seasonal workers, during home remodels and for visiting friends and family		Parking and Traffic Impacts – Additional cars on streets and car traffic in Sausalito
	Increased Transient Occupancy Tax (TOT) Revenue to Sausalito – Regulated rentals would be registered, monitored and contribute to funding for Sausalito needs		Noise Impacts – From parties or celebratory gatherings
	Increased Sales Tax Revenue – Guests spend even more in local restaurants and stores than on lodging		Character of the neighborhood – Less sense of community, strangers coming and going, more tourists/visitors in Sausalito
	Other:		Other:
	Other:		Other:
	Other:		Other: